INTERCOMPANY SERVICE COORDINATION PLAN

MARKETING/SALES RESPONSIBILITIES

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1. GENERAL

1.01 This section describes the responsibilities of the Marketing Department, its Intercompany Service Coordination (ISC) Team members, and its representatives in the handling of customer services coordination by the ISC Plan.

1.02 This section has been revised and replaces Issue 3. Since this is a general revision, arrows ordinarily used to indicate changes have been omitted.

1.03 The intent of the ISC Plan is to coordinate the implementation of Intercompany, Interarea and certain Intra-area services. Since the plan requires interdepartmental cooperation, each ISC Team member and/or representative should be familiar with the ISC organizational structure and with the functions of its various committees and teams. A basic understanding of the ISC Plan is necessary and also enables each team member, and/or representative to understand the way that member's functions fit into the plan's overall operation. A general description of the ISC Plan is provided in Section 010-520-100.

2. DEPARTMENTAL RESPONSIBILITIES

2.01 The Marketing department is responsible for overall coordination of the service to be provided to customers and will ensure that the overall intent of the ISC Plan is in effect. Marketing/Sales will render promptly any assistance required by other departments in providing customer service.

2.02 The application of the ISC Plan within the Marketing department of each Operating Telephone Company or Long Lines Area is the responsibility of the General Sales Manager, General Marketing Manager, or the LL Area Sales Manager, as appropriate. The ISC Team Marketing/Sales member will act on their behalf in coordinating the ISC Marketing functions as outlined in this section. To ensure the effectiveness of ISC Marketing/Sales performance, management should ensure that:

(a) All involved ISC Marketing or Sales personnel are adequately qualified, trained, and are adhering to ISC procedures. Only those people having the proper qualifications in terms of experience, knowledge of company routines and services, and leadership ability (the Marketing member will usually chair the ISC Team) are assigned to the ISC Teams.

(b) The ISC Team Marketing member must be adequately equipped with personnel, office facilities, and communication equipment.

(c) If the trend of missed due dates or completions is poor, the Marketing member should thoroughly investigate the causes and, working with the ISC Administrative Team, should ensure complete compliance with the intent and procedures of the ISC Plan, in order to rectify the situation.

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3. ISC TEAM MARKETING/SALES MEMBER RESPONSIBILITIES

3.01 An ISC Administrative Team is established on the headquarters staff of each OTC and LL Area to coordinate ISC activities. The responsibilities of the Marketing member of ISC Administrative Teams are covered in Section 010-520-100.

3.02 The ISC Team assuming overall service coordination responsibilities, as identified by the first segment of the ISC Universal Service Order (USO) number and described in Section 010-520-103, Control Team Assignment, is designated the Control team. All other ISC Teams involved in the order are designated Local Control teams. The Marketing member on a Local Control team is known as sales local control, and the Marketing member on the Control team is known as Marketing Control.

3.03 The ISC Plan requires that an ISC Team Marketing member be designated for each Area. The Marketing member of each Area ISC Team bears the primary responsibility for all ISC sales coordinating functions.

3.04 The Marketing member of each ISC Team will normally chair the ISC Team. The chairman will call regular and special meetings of the team to discuss interdepartmental problems, pending major projects, proposed recommendations for improving team performance, etc. Other team members have the right to call special meetings for team review of particular problems, and the chairman will assist in calling such meetings.

3.05 The Marketing member, or representative, will promptly provide any Marketing assistance that may be required in connection with any phase of an ISC order, such as establishing interdepartmental project teams for network services, a large quantity of services, or complex orders as specified in Section 010-520-110.

3.06 The Marketing member is responsible for preparing the ISC Performance Summary and forwarding it to the Marketing member of the Company ISC Administrative Team in time to permit review and inclusion in the monthly report of the total Company to American Telephone & Telegraph Company (AT&T).

3.07 The Marketing member shall advise the Marketing member of the ISC Administrative Team of:

(a) Any ISC Directory changes involving any member of the ISC Team.

(b) ISC operational problems which cannot be resolved locally.

(c) Overall effectiveness of team efforts.

3.08 The Marketing member will fulfill the following additional responsibilities:

(a) Maintain complete logs showing the disposition of ISC/USOs and Service Inquiries (SIs).

(b) Assure that timely completion notices are sent to Accounting for billing. Assume the special billing arrangements are accurately identified on the USO.

(c) Maintain an effective filing system. Since the one common identification of an ISC order is the ISC/USO number, all ISC files will either be set up by ISC/USO number, or if some other system is used, will include a cross-reference file by ISC/USO number.

(d) Maintain record retention in accordance with company practices.

(e) Ensure adequate communications equipment to facilitate effective distribution for coordination and processing of all ISC/USO and SIs.

(f) Organize and supervise the required work force to ensure complete job coverage by knowledgeable people at all times during the business day.

(g) Keep close liaison with Bell-Independent Relations representatives for all ISC/USO or SIs involving Independent Telephone Companies.

3.09 Upon receipt of an ISC/USO or SI, Marketing Local Control will review it for obvious errors, omissions, and requirements for special assemblies or new tariffs. If any changes are required before it can be processed, Marketing Local Control will contact the Control ISC Team Marketing member immediately and arrange for

the necessary changes. If special assemblies or new tariffs are required, Marketing local control will:

(a) Immediately advise the Marketing member of the control team.

(b) Arrange to have the special assemblies or new tariffs processed through normal company channels.

(c) Verify that tariffs will be available or that special assemblies will be approved in time to meet DDs.

3.10 Marketing Local Control will distribute copies of incoming ISC/USOs to all team members and, as required, to the serving Marketing office and other groups (e.g. Customer Assistance, B-IR, Circuit Layout, etc.) and will initiate all necessary steps to get the local service order issued promptly as required by local service order practices.

3.11 As required, Marketing Local Control will arrange with the appropriate Marketing office to complete the functions outlined in Part 5, ***Responsibilities of the Negotiator at Local Control Locations.***

3.12 Marketing Local Control will insure that all necessary System Status Reports (SSR) are placed and transmitted as described in Section 010-520-115.

3.13 Marketing Local Control will maintain close liaison between the local negotiator, Local Control ISC Team members, the Control ISC Team, and, when applicable, other specialist groups such as the Data Specialist Team, SSN Team, etc.

3.14 Marketing Local Control will keep area management and ISC Team coordinates informed of any known service difficulties enountered in establishing service to customer satisfaction.

3.15 Marketing Control will be kept informed by Marketing Local Control of any known changes or problems encountered by the local customer which would effect the overall service.

3.16 In those cases where Marketing receives a copy of a USO which requires local company reservation of equipment and/or billing, the USO will be used to verify that appropriate related orders have been issued (either by the business office or the Marketing office, in accordance with local company practices).

3.17 The Marketing member of the Control ISC Team will assist and advise the negotiator of overall service planning as described in 3.18 and 3.19.

3.18 Marketing Control will require the assistance of the other ISC Team members when the sale involves a complex arrangement, a new product, or a special design of standard products.

3.19 Marketing Control will determine:

(a) In consultation with team members, if a project team or close supply coordination is required.

(b) That the Marketing member of a project team knows and follows through on his ISC responsibilities, which include the chairmanship of the project team, and the establishing and meeting of a project schedule. (See Section 010-520-110, Planning Services and Preparing Project Schedules.) Marketing, Engineering and/or Plant Control will review the project or a close supply coordination case with the Western Representative to determine the Requisition Received Date (RRD), before assigning the WE Service Center identification as the third segment of the ISC/USO number.

(c) That the ISC/USO is accurate, complete and provides sufficient detail to enable the recipients to act at once without further clarification or explanation.

3.20 Marketing control is responsible for assigning the USO number and transmitting the USO via ADNet to the Marketing members of the Local ISC Teams in time to meet the Scheduled Issue Date (SID), and for distributing copies to Control ISC Team members, the negotiator and other groups (e.g. B-IR Circuit Layout, etc.) as required. ISC/USOs with the digits "00" in the third segment of the ISC/USO number do not have to be distributed to the Western representative.

3.21 If SSRs (jeopardy, missed due date and completion reports) are received, Marketing Control will advise the negotiator immediately in order that the negotiator may advise the customer.

3.22 When special progress reports are required, Marketing control will:

(a) Establish coordinated supervision of the service with other Control ISC Team members.

(b) Maintain close liaison between the local negotiator, Control ISC Team members, Local Control ISC Teams, and, when applicable, the Data Specialist Team.

(c) Follow up to determine that all required marketing originated progress reports from local control teams are received.

3.23 Marketing Control will keep local area management informed of any known difficulties encountered in establishing service to customer satisfaction and to assist the negotiator and Marketing members of the Local Control teams involved in overall coordination problems.

4. RESPONSIBILITIES OF THE NEGOTIATOR AT THE POINT OF SALE

4.01 Meeting a customer's service requirements in a timely and effective manner depends, from the onset, upon:

(a) The completeness of the negotiation at the point of sale.

(b) The effectiveness of the interdepartmental and intercompany support the negotiator needs during and immediately following negotiations.

(c) The prompt issuance of a complete and accurate ISC/USO.

4.02 Negotiations with the customer cannot be considered complete [and therefore an Application Date cannot be established] until all of the following have been covered:

(a) Sufficient information from the customer to determine the service required, including any special billing arrangement.

(b) Sufficient information from interdepartmental and intercompany coordinates to determine the facilities and equipment needed and the critical intervals involved.

(c) The customer understands the operation and cost of the TELCO facilities and equipment recommended.

(d) The customer understands what must be provided or arranged for (by the customer) at each terminal location (power outlets, space, access, etc.). Every effort should be made by the negotiator to persuade the customer to communicate directly to the terminal locations spelling out these requirements. If, instead, the customer requests local TELCO negotiations, the need for those local negotiations should be clearly indicated on the ISC/USO.

(e) A firm DD or realistic DTF "About Date" is agreed upon with the customer.

(f) The determination of an appropriate AVO DD.

(g) The customer places a firm order to buy.

4.03 If a customer needs additional information ***before*** making the decision to buy, an SI not an ISC/USO, is issued. (See Section 010-520-111.)

4.04 In order to meet the requirements for a complete negotiation described in 4.02 above, the negotiator must arrange for the following:

(a) The availability of necessary terminations. (See Section 010-520-106.)

(b) The calculation of reliable critical dates including the DD. (See Section 010-520-104.)

(c) The determination of a realistic DTF "About Date" if one or more CKLs are in an ICO. (See Section 010-520-111.)

(d) A review to determine the need for a project team or close coordination in the case of large complex systems. (See Section 010-520-110.)

(e) The existence of applicable tariffs or approval of special assemblies at each CKL if new or modified service offerings are involved. An SI may be used and is recommended if a large number of CKLs are involved and time permits.

(f) Customer training and/or the preparation of customer training material if applicable. (See Section 010-520-138.)

(g) Special system cutover procedures if a customer orders a data system with a large number of terminals on the DDD network and requires those terminals to be completed on the same due date. (See Section 010-520-103.)

(h) The availability of an appropriate billing arrangement.

4.05 Upon completion of negotiations, the negotiator must:

(a) Establish all critical dates based upon the critical intervals calculated [see 4.04 (b) above].

(b) Prepare (or arrange for the preparation of) an accurate and complete ISC/USO memorandum. USO format and coding requirements are covered in Section 010-520-112. The negotiator's responsibilities toward ISC/USO memorandum preparation are covered in Part 2 of Section 010-520-101 for special service orders and in Part 3 of Section 010-520-101 for Special Exchange Services orders. The assistance of Control ISC Team members of their representatives may be obtained to prepare the ISC/USO memorandum.

(c) The ISC/USO memorandum must be transmitted to the applicable Control ISC Team (the designation of a Control ISC Team is covered in Section 010-520-103). The time allocated to the negotiator and supporting order writers, if any, to prepare and transmit the ISC/USO memorandum to the Control ISC Team will vary according to local practice and procedures. However, the ISC/USO memorandum must reach the Control ISC Team in time for Marketing Control to arrange to screen, process and transmit the ISC/USO via ADNet to the Local Control ISC Teams involved. The ADNet message transmitting the ISC/USO must have a send message number dated on or before the Scheduled Issue Date.

(d) Arrange for the prompt issuance and timely completion notification of necessary local service orders in accordance with local company practices.

5. RESPONSIBILITIES OF THE NEGOTIATOR AT LOCAL CONTROL LOCATIONS

5.01 The negotiator at local control locations will confirm with the local customer all necessary service details such as acceptance of the service, equipment locations, installation dates, power outlets, etc.

5.02 If required, special assembly requests will be issued promptly by the negotiator.

5.03 In accordance with local company practices, the negotiator will arrange for the prompt issuance of necessary local service orders.

5.04 When required, the negotiator, working through the Marketing member of the Local Control ISC Team, will seek the advice and assistance of the ISC Team and/or Data Specialist Team, or of their designated representatives.

5.05 The negotiator serves as the local customer contact for the duration of the order and keeps the Marketing member of the Control ISC Team informed of any changes or problems encountered by the customer which would effect the overall service.